

upon request by the customer, selectively increasing the performance level of the data processing system to a new performance level that is above the initial performance level, the increased performance level costing a fee.

42. (Newly Presented) A method according to claim 41, wherein the customer must purchase an option to increase the performance level of the data processing system before the customer's request will be honored.

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43. (Newly Presented) A method according to claim 42, wherein the option allows the customer to request and obtain an increase in performance level of the data processing system only during a predetermined time period.

44. (Newly Presented) A method according to claim 42, wherein the option only allows the customer to request and obtain a maximum cumulative time of increased performance.

45. (Newly Presented) A method for generating increased revenue after the sale or lease of a data processing system, comprising:

selling or leasing a data processing system to a customer with an initial performance level, the initial performance level being less than the maximum performance level of the data processing system;

configuring the data processing system to have the initial performance level;

giving the customer an option to request an increase in the performance level of the data processing system upon request, the option costing a fee; and

pursuant to the option, and upon request by the customer, selectively increasing the performance level of the data processing system to a new performance level that is above the initial performance level.

46. (Newly Presented) The method of claim 45, wherein the option specifies the new performance level.

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47. (Newly Presented) The method of claim 45, wherein the option has an expiration date.

48. (Newly Presented) The method of claim 47, wherein the performance level of the data processing system will not be increased beyond the initial performance level after the option expires.

49. (Newly Presented) The method of claim 47, wherein the performance of the data processing system will be returned to the initial performance level when the option expires.

50. (Newly Presented) The method of claim 45, wherein the option specifies a maximum cumulative time that the data processing system can operate at the new performance level.